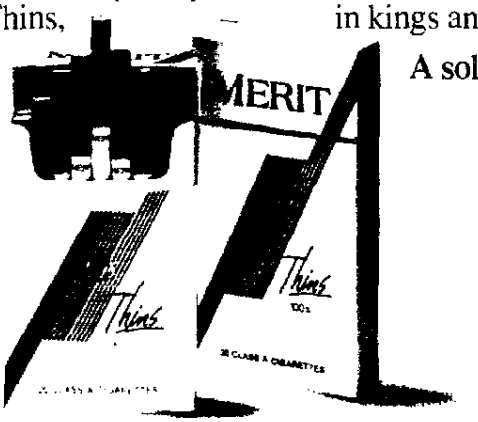
Smoke thin.

Merit breakthrough combines a new thin shape and great taste in a remarkable new, low-tar cigarette. Introducing new Merit Thins.

New Merit Thins may be a little leaner than what you're used to. That's because they have 1/4th less tobacco than regular cigarettes. Yet they're rich tasting because of Merit's exclusive Enriched Flavor.™ In fact, new Merit Thins deliver the flavor and smoking satisfaction of leading light cigarettes, but *less tar.* Try one yourself. It could be the start of something big.

New Merit Thins, in kings and 100's.

A solution with Merit.



New Merit Thins

20456258 38

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/khlj0004